



Roadmap to Demand Reduction

APEC Capacity Building Workshop on Reduction of Demand for Illegally Traded Wildlife

21-23 October 2014, Meliá Hotel, Hanoi, Viet Nam

PLANNING A CONSUMER BEHAVIOURAL CHANGE PROGRAMME TO REDUCE DEMAND FOR ILLEGALLY TRADED WILDLIFE PRODUCTS

This Roadmap is intended to help you design a consumer behavioural change programme, in order to reduce demand for illegally traded wildlife products.

You will have the opportunity to complete elements of this Roadmap during the capacity building workshop, and to discuss elements of it with the NGO experts.

Please contact Gayle Burgess, TRAFFIC Consumer Behavioural Change Coordinator: gayle.burgess@traffic.org if you have any queries either during or after the workshop.

The columns overleaf should be completed with the following information:

1. INSIGHTS/EVIDENCE BASE: What insights or evidence do you have, from either research or previous experience, about the consumption of illegal wildlife products in your economy?

Have you conducted any research into the market for illegal wildlife products in your economy? Do you have any previous experience delivering behavioural change activities to reduce demand for these products? What insights do these provide you with that should be considered as part of developing a behaviour change programme to reduce demand for these products?

2. WIDLILFE PRODUCT/S TO TARGET: What wildlife products would this behaviour change programme cover, to reduce demand amongst consumers?

Please indicate if you would like your programme to target a certain type of illegally traded wildlife products (e.g. grouped by use-type, such as all those used in Traditional Medicine) or just products within specific taxonomic groups (e.g. products from marine species), or products from certain taxonomic groups or specific species (e.g. rhino horn).

3. CONSUMERS TO TARGET: What consumer groups would your proposed programme target?

Please indicate what specific consumer groups your behavioural change programme would target; these could be defined by use-type, or age, profession or income profile; e.g. traditional medicine users, the wealthy urban elite, businessmen, housewives, youth, etc. Please specify whether these consumer groups would be based in a particular geographic location, or e.g. in urban/rural populations.

4. DRIVERS/MOTIVATORS: Which drivers/motivators would your proposed programme address?

Which drivers and motivators will the programme address? These could include e.g. Traditional Medicine use; religion/spirituality; subsistence use/necessity; status – incorporating luxury goods consumption / conspicuous consumption; investment

5. BARRIERS: What issues might you encounter, that could be barriers to success?

These might include ability to access information about the target audience, or ability to most effectively deliver the message. Please indicate what treatment you will need to deliver to address this barrier.

6. SPECIFIC BEHAVIOURS TO TARGET: What behaviours would your proposed programme target?

Which specific behaviours need to be addressed, e.g. dispelling any myths about health benefits, dissuading social or corporate gifting or as part of luxury product consumption, encouraging ethical corporate culture, promoting alternatives, etc.

7. MESSAGE TYPE: What sorts of messages would you use in the implementation of the programmes?

What types of messages would most closely relate to your target consumers interests, attitudes, values and desires, based on what you understand about them?

8. HOW THE MESSAGES WILL BE DISSEMINATED: Through which communication channels and by who?

Who might most effectively communicate your message for you? What are the physical, digital or virtual locations where your messages should be displayed: e.g. including posters, leaflets, billboards, radio announcements, television slots, media articles, social media, etc.

9. IMPACT/INDICATORS: What is the impact you would like to achieve (what are your goals?) How will this be measured?

This could include a mix of measurable reduction in consumption, changes in market availability and changes in the poaching rate; also self-reported attitudinal changes. Please also indicate how measuring and evaluating the programme will be conducted.

10. RESOURCES: Roughly how much do you think this programme will cost?

This could be defined in terms of financial requirements / budgets; but also in terms of access to skills, capacity in terms of additional staff, and similar.

PARTNERS: How will you collaborate with other government departments? Who are others stakeholders?

SUPPORT: What support would you like from others in relation to this work?

This could be technical support, guidance and steer in relation to designing messaging or developing campaigns, or the provision of further case study information and what has worked previously.

ROADMAP: FOR CONSUMER BEHAVIOUR CHANGE PROGRAMME TO REDUCE DEMAND FOR ILLEGAL TRADED WILDLIFE PRODUCTS

SAMPLE: Programme Name and Delivery Dates: 'Chi' Campaign, Viet Nam, October 2014 – October 2017

1. INSIGHTS / EVIDENCE BASE	2. WIDLILFE PRODUCT TO TARGET	3. CONSUMERS TO TARGET	4. DRIVERS / MOTIVATORS TO ADDRESS	5. POTENTIAL BARRIERS TO SUCCESS	6. SPECIFIC BEHAVIOURS TO TARGET	7. MESSAGES THAT COULD BE USED	8. HOW THE MESSAGES WILL BE DISTRIBUTED	9. IMPACT SOUGHT / INDICATORS FOR SUCCESS	10. RESOURCES REQUIRED
<p>Various, but in particular:</p> <p>The South Africa-Viet Nam rhino horn trade nexus: Milliken T and Shaw, J: TRAFFIC, 2012</p> <p>Consumer Research on Rhino Horn Usage in Viet Nam: baseline research, featuring qualitative and quantitative components: 2013</p>	<p>Rhino horn</p>	<p>e.g. Business elite:</p> <p>Archetype: 'Mr L'</p> <p>48 year old property developer in Hanoi</p> <p>Wife/ mistress/ two children, 19 and 21yrs old</p> <p>Social status very important to him</p>	<p>e.g. Status</p> <ul style="list-style-type: none"> - Symbol of power - Symbol of wealth 	<p>e.g. Conservation organisation 'agency' or ability to deliver behavioural change messages</p> <p>TREATMENT: remove logos; brand becomes 'Chi' symbol instead</p>	<p>e.g. Gifting to boss:</p> <ul style="list-style-type: none"> - Corporate gifting - 'Conspicuous consumption' as a detoxicant - To 'cure' a hangover 	<p>Be Aware: Wise men know the truth...</p> <p>Character: A successful businessman relies on his will and strength of mind...</p> <p>Masculinity: Allure and charisma come from within...</p> <p>Spirituality: Good luck comes in many forms...</p>	<p>Placement plan to include combination of 'direct' and 'indirect' outreach:</p> <p>Direct e.g's:</p> <ul style="list-style-type: none"> - Providing materials (behavioural prompts) branded with messaging and/ or other through umbrella groups and networking events - Encouraging those influential with Mr L to speak publicly at high-profile business events; TED talks; produce open editorials; articles for business and finance magazine, leading industry papers <p>Indirect e.g's:</p> <ul style="list-style-type: none"> - Placing the message in or on electronic, physical or digital materials that will reach Mr L: - Networking events - Golf clubs, tennis courts - High-end coffee shops, - Luxury car dealers - Luxury goods shops - VietNam airlines VIP lounge / business class tickets 	<p>e.g. By 2020, demand for rhino horn will be reduced by 50%</p> <p>Measured by cross referencing:</p> <ul style="list-style-type: none"> - Fluctuations in expressed intention to purchase, with - Poaching rates in a population known to be poached primarily to supply the intention, and - Trade volumes where possible: e.g. seizure rates against enforcement effort <p>Consider factors such as stockpiling; or whether the drop in demand is sufficient to diminish the return on investment that the poacher / trafficker believes they will receive by poaching / trafficking.</p>	<p>e.g. Ideally Ca. USD 1m p/a?</p> <p>Two F/T staff dedicated to the programme, plus support/oversight</p> <p>Access to free or subsidised ad spaces in high-profile locations (virtual / physical / digital) that will reach Mr L.</p> <p>Engagement with other government departments?</p>

What Partners / stakeholders should be engaged? E.g. other government departments, media, influential figures:

What support would you like and from whom?